

SCOPE OF SERVICES (2003-2004)
University Heights Community Development Corporation
(One-Year Implementation Plan)

A. STRATEGIC PLANNING

The Contractor, University Heights CDC, has retained a qualified parking consultant, in order to prepare a University Heights Parking and Mobility Strategy Plan.

Part II of the University Heights Parking and Mobility Strategy Plan will concentrate on improvements to pedestrian and traffic circulation along Park Boulevard and Adams Avenue. It will contain the following information:

- a. Preliminary implementation plans that identify, by distinct area and by priority, solutions and recommendations.
- b. Cost estimates for each recommendation or action/project.
- c. General scope of work scenario for each action or project which clearly identifies all steps involved in the approval process prior to implementation.
- d. Timing and phasing plans for each action or project.

A document reflecting the results of each Part II of the above will be completed by the consultant and/or by the University Heights CDC within the time of this Agreement, with a copy provided to the City.

The University Heights CDC will continue its collaboration with other committees, boards and task forces to pursue improved parking, transit, traffic circulation, and pedestrian mobility issues. These collaborations include, but are not limited to:

- a. Greater North Park Community Planning Committee Transportation Subcommittee
- b. Parking Meter District Parking & Mobility Task Force
- c. City of San Diego Neighborhood Code Compliance Parking Issues Task Force
- d. Planned District Ordinance Task Force
- e. Uptown Planners

B. PUBLIC INFORMATION

The University Heights CDC will continue its public information plan to: (1) encourage efficient use of on-street parking and (2) increase on-street parking. The plan may include, but is not limited to:

1. Flyers and newsletters to inform businesses, employees and property owners about the purpose and intent of time limited and metered on-street parking;
 - a. Participating in the creation of the Parking 101 Brochure and distributing those brochures to University Heights businesses and residents.
 - b. Establishing a business directory for University Heights to include a map of parking areas and to incorporate Parking 101 information.

- c. Providing shuttle transportation to increase accessibility for the 2nd Annual Taste of University Heights event as well as a pilot shuttle project for the Summer In The Park Concert Series.
2. Door-to-door discussions with business and property owners;
3. Newspaper articles and other print advertising
4. Developing and maintaining an informational website to inform the public of parking opportunities within the University Heights community.
5. Continuing to promote and sell Pre-Paid Parking Meter Cards

University Heights CDC shall complete the above plan through its own staff, and will implement the plan through its own staff. University Heights CDC shall ensure that the City obtains a copy of every public information piece produced pursuant to this Agreement, properly crediting the City.

The University Heights CDC will develop an informational website to support its public information plan using its own staff, volunteer assistance or by hiring a qualified consultant.

The University Heights CDC will initiate a walk to identify pedestrian and traffic conflicts along Park Boulevard from the intersection north on Park Boulevard to Adams Avenue down to the Trolley Barn Park.

The University Heights CDC, having been awarded a grant for its “Eyes & Feet On The Street” project, will continue collecting data from its *University Heights News* Blockwalkers and will implement a Business Survey in preparation for its first workshop.

C. PUBLIC IMPROVEMENTS

University Heights CDC may issue bids for and secure the services of a qualified engineer and landscape architect in order to prepare preliminary plans and other documents identified in the University Heights Parking and Mobility Strategy Plan (Part I). The plan may require the following professional services, but is not limited to:

1. Diagonal on-street parking plans and improvements.
2. Traffic and pedestrian signage plans and improvements.
 - a. Evaluate traffic calming improvements for the Normal Street, El Cajon Blvd and Park Blvd intersection as well as those streets adjacent to the Birney Elementary School.
 - b. Study feasibility of a shuttle program with Diversionary Theatre and restaurants in the area
3. Sidewalk and/or curb and gutter plans and improvements.
 - a. Continue to plan for the North Avenue mid-street median project either between Meade and Monroe or Madison and Adams, eliminating Monroe and Madison for the present.
4. Street and/or pedestrian lighting plans and improvements.
5. Street tree plans and planting – implement the original landscaping plans around the exteriors of the Birney Elementary Playing Field in partnership with the School District.
6. Explore opportunities for public/private partnerships.

7. Enhance commercial on-street parking.

A report reflecting the results of each part of the above will be completed by the University Heights CDC within 30 days after the end of this Agreement, with a copy provided to the City. Contractor may withhold final payment to consultant until such document is delivered.

D. ADMINISTRATION

University Heights CDC (contractor) activities will include: general operations; purchasing/leasing office equipment to execute program; leasing office space; circulating petitions; working with property owners; contract management (oversight of consultants); staffing board meetings; preparing meeting notices and minutes; preparing grants; research; data organization; maintain study database (computer system); advertising; publicity; compliance with contract reporting requirements; reimbursement requests; development of data maintenance protocols and oversight of student intern activities.

In order to address conflicts arising from an increase in parking and traffic issues within the University Heights area the UH-CDC will operate a conflict resolution program entitled RYD (Resolve Your Dispute).

**UNIVERSITY HEIGHTS CDC
PARKING METER DISTRICT BUDGET (2003 – 2004)**

PROGRAM / PROJECTS	4Q - 2003	1Q - 2004	2Q - 2004	3Q - 2004	BUDGET
A. STRATEGIC PLANNING					
Research Assistant	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 4,000
Parking & Mobility Strategy Plan, Part 2	\$ 3,000	\$ 3,000	\$ 3,000	\$ 5,000	\$ 14,000
B. PUBLIC INFORMATION					
Public Outreach & Advertisement	\$ 5,000	\$ 500	\$ 500	\$ 500	\$ 6,500
C. PUBLIC IMPROVEMENTS					
Professional Services; Engineering & Landscape Architect	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 4,000
Parking & Traffic Circulation	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 4,000
D. ADMINISTRATION					
Staffing (<i>UH-CDC staff</i>)	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 4,000
Office, Accounting, Misc	\$ 5,000	\$ 3,000	\$ 3,000	\$ 3,000	\$ 14,000
Equipment, Database Management	\$ 2,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 5,000
OPERATIONAL BUDGET	\$ 19,000	\$ 11,500	\$ 11,500	\$ 13,500	\$ 55,500
Reserve	\$ 28,000	\$ 28,000	\$ 28,000	\$ 27,500	\$ 111,500
TOTAL BUDGET	\$ 47,000	\$ 39,500	\$ 39,500	\$ 41,000	\$ 167,000